

Amendments to the Claims:

1. (Currently Amended) A method comprising:

~~receiving a call of a service dialed number from a mobile device;~~

determining, from a received call of a service dialed number from a mobile device ~~the call~~, a subscriber identifier;

terminating the call upon receipt of the service dialed number, and prior to the call being answered;

upon the call being terminated,

selecting a response to the call based upon the service dialed number, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service;

determining, based upon the subscriber identifier, a set of capabilities of the mobile device;

querying a service identity database based at least in part upon the service dialed number to determine one or more communication services supported by the service;

selecting, based upon the set of capabilities and the determined one or more communication services, a two-way dialog format, through which the mobile device and the service are is capable of communicating; and

initiating a dialog based upon the selected two-way dialog format between a server identified by the first segment upon the selecting and the mobile device, after the call has been terminated, based on the selected response and the determined subscriber identifier.

2-5. (Cancelled)

6. (Previously Presented) The method of claim 1, wherein the two-way dialog format is two-way SMS.

7. (Original) The method of claim 1, further comprising:  
selecting, based upon a first subset of the information, the server to select the response.
8. (Original) The method of claim 1, further comprising:  
identifying, based upon a second subset of the information, data independent of the server and a recipient of the call.
9. (Original) The method of claim 8, wherein the data is one of a product, a location, a person, and a group of people.
10. (Previously Presented) The method of claim 1, wherein the information is selected through at least one of a standard cellular phone interface, touchscreen soft buttons, and voice recognition.
11. (Original) The method of claim 1, wherein the response instructs the mobile device to connect to the server.
12. (Currently Amended) A system comprising:  
a network computer telephony integrated system to receive a call to a service dialed number from a mobile device and to determine, from the call, a subscriber identifier, and to cause the call to be terminated upon receipt of the service dialed number and prior to the call being answered;  
a service server to select a response to the call after the call has been terminated, based upon a service dialed number selected to address the call, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service; and  
a push server configured to:  
determine, based upon the subscriber identifier, a set of capabilities of the

mobile device;

query a service identity database based at least in part upon the service dialed number to determine one or more communication services supported by the service;

select, based upon the set of capabilities and the determined one or more communication services, a two-way dialog format, through which the mobile device and the service are is capable of communicating; and

initiate a dialog in conformance with the selected two-way dialog format based on the selected response between the service server and the mobile device, and based on the determined subscriber identifier, after the call has been terminated.

13-16. (Cancelled)

17. (Previously Presented) The system of claim 16, wherein the two-way dialog format is two-way SMS.

18. (Previously Presented) The system of claim 12, wherein the push server is to select, based upon a first subset of the information, the service server to select the response.

19. (Previously Presented) The system of claim 18, wherein a second subset of the information identifies data independent of the service server and the network computer telephony integrated system.

20. (Previously Presented) The system of claim 19, wherein the data is one of a product, a location, a person, and a group of people.

21. (Previously Presented) The system of claim 12, wherein the information is selected through at least one of a standard cellular phone interface, touchscreen soft buttons, and voice recognition.

22. (Previously Presented) The system of claim 12, wherein the response instructs the mobile device to connect to the service server.

23. (Currently Amended) A machine-readable medium that provides instructions that, when executed by a machine, cause the machine to perform operations comprising:

~~receiving a call from a mobile device to a service dialed number;~~  
~~determining, from a received call of a service dialed number from a mobile device~~  
~~the call, a subscriber identifier;~~  
terminating the call upon receipt of the service dialed number, and prior to the call being answered; and  
sending information about the call to a push server to initiate a two-way dialog,  
~~the two-way dialog format determined based upon a set of capabilities of~~  
~~the mobile device associated with the subscriber identifier,~~ between a service server and the mobile device, the sending to cause the dialog to be initiated after the call has been terminated, the dialog to include a response to be selected based upon a service dialed number selected to address the call and the determined subscriber identifier, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service;  
wherein a format for the two-way dialog is selected based upon a set of capabilities of the mobile device associated with the subscriber identifier and based upon one or more communication services supported by a service indicated by the service dialed number, the one or more communication services determined based at least in part upon a query of a service identity database based at least in part upon the service dialed number.

24. (Cancelled)

25. (Cancelled)
26. (Previously Presented) The machine-readable medium of claim 23, wherein the information may be selected through a standard cellular phone interface.
27. (Currently Amended) A machine-readable medium that provides instructions that, when executed by a machine, cause the machine to perform operations comprising:
- receiving, from a network computer telephony integrated system, data about a call received from a mobile device, wherein the data is a service dialed number;
- determining, from the call, a subscriber identifier;
- terminating the call upon receipt of the service dialed number, and prior to the call being answered;
- determining, based upon the subscriber identifier, a set of capabilities of the mobile device;
- querying a service identity database based at least in part upon the service dialed number to determine one or more communication services supported by a service indicated by the service dialed number;
- selecting, based upon the set of capabilities and the determined one or more communication services, a two-way dialog format, through which the mobile device and the service are is capable of communicating; and
- initiating a dialog based upon the selected two-way dialog format between a service server and the mobile device, after the call has been terminated and before the call is answered by the network computer telephony integrated system, the dialog to include a response to be selected based upon a service dialed number selected to address the call and the determined subscriber identifier, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service.

28-29. (Cancelled)

30. (Previously Presented) The machine-readable medium of claim 29, wherein the two-way dialog format is two-way SMS.

31. (Previously Presented) The machine-readable medium of claim 27, wherein operations further comprise:

selecting, based upon a first subset of the information, a service server to select the response.

32. (Previously Presented) The machine-readable medium of claim 31, wherein operations further comprise:

identifying, based on a second subset of the information, a specification independent of the service server and the network computer telephony integrated system.

33. (Previously Presented) The machine-readable medium of claim 32, wherein the specification is one of a product, a location, a person, and a group of people.

34. - 75. (Cancelled).

76. (Currently Amended) An apparatus comprising a processor configured to:  
determine, from a received call of a service dialed number from a mobile device, a subscriber identifier;

terminate the call upon receipt of the service dialed number, and prior to the call being answered;

select a response to the call after the call has been terminated, based upon the service dialed number, the service dialed number containing at least a first segment and a second segment, the first segment representing a unique code used by the mobile operator to route the call and the second segment representing a unique code that identifies the service;

determine, based upon the subscriber identifier, a set of capabilities of the mobile

device;

query a service identity database based at least in part upon the service dialed number to determine one or more communication services supported by the service;

select, based upon the set of capabilities and the determined one or more communication services, a two-way dialog format, through which the mobile device and the service are capable of communicating; and

initiate a dialog in conformance with the selected two-way dialog format based on the selected response between a server identified by the first segment and the mobile device, and based on the determined subscriber identifier, after the call has been terminated.

77. (Previously Presented) An apparatus according to Claim 76, wherein the two-way dialog format is two-way SMS.

78. (Previously Presented) An apparatus according to Claim 76, wherein the processor is further configured to select, based upon a first subset of the information, the server to select the response.

79. (Previously Presented) An apparatus according to Claim 76, wherein the processor is further configured to identify, based upon a second subset of the information, data independent of the server and a recipient of the call.

80. (Previously Presented) An apparatus according to Claim 79, wherein the data is one of a product, a location, a person, and a group of people.

81. (Previously Presented) An apparatus according to Claim 76, wherein the information is selected through at least one of a standard cellular phone interface, touchscreen soft buttons, and voice recognition.

82. (Previously Presented) An apparatus according to Claim 76, wherein the response

instructs the mobile device to connect to the server.